



TOURISM INDUSTRY
ASSOCIATION OF CANADA

ASSOCIATION DE L'INDUSTRIE
TOURISTIQUE DU CANADA

REQUEST FOR PROPOSAL

TIAC Tourism Insights Series:
Annual Tourism Trends Report and Quarterly Thought Leadership White Papers

ISSUE DATE

July 13, 2026, at 5:00 pm (ET)

CLOSING DATE AND TIME

August 13, 2026, at 5:00 pm (ET)

CONTACT

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1. PROJECT OVERVIEW

The Tourism Industry Association of Canada (TIAC) is seeking proposals from qualified research, consulting, economic analysis, and thought leadership firms to develop and deliver a multi-year national research project, the *Tourism Insights Series*, that will provide evidence-based analysis, forward-looking insights, and strategic recommendations that support the growth, competitiveness, and sustainability of Canada's tourism industry.

The engagement will establish a flagship annual Tourism Trends Report and four quarterly thematic white papers per year, forming a continuous body of research over an initial one-year term and setting a benchmark for two optional renewal years.

The intent is to create a nationally recognized, repeatable, and sponsor-ready tourism intelligence platform that evolves annually while maintaining methodological continuity.

The initiative will consist of:

- One annual flagship Tourism Trends Report released during National Tourism Week in April 2027
- Four quarterly white papers focused on emerging issues, opportunities, and challenges affecting specific tourism subsectors
- Supporting materials designed to communicate key findings and results to industry, government, media, sponsors, and stakeholders

The successful proponent will work closely with TIAC to establish a repeatable research framework capable of supporting annual publication and long-term growth of the series.

2. ABOUT TIAC

Founded in 1930 to encourage the development of tourism in Canada, TIAC serves today as the national private-sector advocate for a \$130 billion sector. Based in Ottawa, TIAC takes action on behalf of Canadian tourism businesses and promotes positive measures that help the industry grow and prosper.

TIAC is responsible for representing tourism interests at the national level, and its advocacy work involves promoting and supporting policies, programs and activities that benefit the sector's growth and development.

TIAC's membership reflects partnerships among all sectors of the industry, and provincial, territorial and regional tourism associations, enabling the association to address the full range of issues facing Canadian tourism.

3. PROJECT BACKGROUND

Tourism is a major economic driver, employer, and community builder across Canada. The sector continues to navigate significant changes driven by shifting traveller behaviour, demographic trends, workforce challenges, technological innovation, sustainability expectations, geopolitical uncertainty, and changing economic conditions.

While substantial tourism data exists, there remains an opportunity for a forward-looking thought leadership series that synthesizes data, identifies emerging trends, and translates research into actionable insights for industry leaders and policymakers.

Through the *Tourism Insights Series*, TIAC seeks to establish a trusted source of tourism intelligence that supports strategic planning, advocacy, investment decisions, and industry development.

4. PROJECT OBJECTIVES & OUTCOMES

The successful proponent will help TIAC to:

- Establish the premier annual tourism trends publication in Canada
- Strengthen evidence-based advocacy and policy development
- Identify emerging trends and future growth opportunities
- Support industry competitiveness and resilience
- Provide actionable insights for tourism businesses and destinations
- Position TIAC as Canada's leading source of tourism thought leadership
- Create opportunities for sponsorship and strategic partnerships while maintaining editorial independence

Project outcomes are intended to:

- Build year-over-year benchmarking capability
- Enable longitudinal trend analysis
- Strengthen continuity of industry insights for policymakers and industry leaders
- Develop a scalable research framework that improves annually in depth and accuracy

5. PROJECT TIMELINES

The project's anticipated start date for Year 1 is October 1, 2026, and end date is September 30, 2027. The successful proponent must be prepared to commence work immediately following notification from the competition selection committee.

6. TERM OF AGREEMENT

TIAC intends to enter into an initial one-year agreement, with the option, at TIAC's sole discretion, to renew the agreement for up to two additional one-year terms.

- **Year 1 (Foundational Year):** Development of research framework, baseline methodology, and inaugural publications
- **Year 2 (Optimization Year):** Refinement of methodology and continued publication of annual and quarterly outputs
- **Year 3 (Continuation Year):** Enhancement of analytical depth, benchmarking, and long-term trend analysis

TIAC reserves the option, at its sole discretion, to terminate or modify the engagement based on funding, performance, or strategic priorities.

7. STATEMENT OF WORK

The Tourism Insights Series will consist of the following activities over the initial three-year term:

Year 1: Foundation & Design

The successful proponent will:

- Develop research framework and analytical structure
- Establish baseline indicators for Canadian tourism performance
- Design methodology for annual and quarterly reporting
- Conduct initial stakeholder consultation
- Produce inaugural:
 - Annual Tourism Trends Report
 - 4 Quarterly White Papers
- Work alongside TIAC's staff team to develop branding, templates, and visualization standards
- Translation and design of the reports will be the responsibility of TIAC

Years 2–3: Continuation & Optimization

In subsequent years, the proponent will:

- Update and refine annual trend analysis
- Expand longitudinal datasets and benchmarking
- Adjust quarterly themes in collaboration with TIAC
- Integrate new data sources and emerging issues
- Enhance forecasting and predictive insight capabilities
- Maintain consistency in structure and comparability year-over-year

8. DELIVERABLES

Annual Tourism Trends Report and Launch Materials

The Annual Tourism Trends Report will serve as the cornerstone publication of the Tourism Insights Series.

The report should:

- Analyze national and global tourism trends
- Examine economic, demographic, technological, environmental, labour, and policy influences
- Identify opportunities and risks facing Canada's visitor economy
- Assess Canada's competitive position internationally
- Highlight implications for industry leaders and policymakers
- Provide strategic recommendations and calls to action

Illustrative themes may include:

- Transportation and connectivity
- Investment and infrastructure
- International market development
- Tourism demand and visitor behaviour
- Labour market trends
- Digital transformation and AI
- Sustainability and climate resilience
- Indigenous tourism
- Business events and meetings
- Destination competitiveness

Specific deliverables will include:

- Final written report (approximately 20 pages in length) including an executive summary
- Key findings presentation deck (approximately five slides)
- Infographic and visualization recommendations
- Launch briefing materials

A release date for the inaugural report will coincide with National Tourism Week in April 2027.

Quarterly White Papers

The successful proponent will produce four shorter research papers annually that provide a scan of key trends and policy considerations related to select topics.

These reports should:

- Align with the overall Tourism Insights Series framework
- Examine specific industry challenges or opportunities in greater depth
- Be suitable for sponsorship support
- Be designed for broad industry distribution

Potential topics and research questions may include:

- Air Transportation -- How Can Canada Strengthen Its Air Transportation Sector?
- Attractions -- What is Driving Canada's Competitive and Evolving Attractions Economy?
- Business Events -- How to Bolster Canada's Competitive Edge in Business Events?
- Tourism Investment -- What will Shape and Grow Tourism Investment in Canada?

Specific deliverables will include:

- Four white papers annually (approximately 8-10 pages in length) including executive summaries
- Key findings and communications summaries for each white paper report including presentation slides and key messages

9. RESEARCH REQUIREMENTS

The proposal should clearly demonstrate that the proponent:

- Is a well-established organization with expertise in research and consulting, including a strong understanding of economic trends and indicators relevant to the tourism sector
- Has the capacity and resources to carry out the required project activities within the specified timelines
- Can successfully deliver all project outputs in accordance with the established schedule and project deadlines

Proponents should demonstrate expertise in:

- Tourism economics
- Labour market analysis
- Consumer and market research

- Policy analysis
- Forecasting and trend identification
- Quantitative and qualitative research methodologies

The successful proponent may be expected to:

- Conduct stakeholder interviews
- Review secondary data sources
- Analyze publicly available datasets
- Incorporate proprietary research where appropriate
- Develop original analytical frameworks.

10. SPONSORSHIP CONSIDERATIONS

TIAC intends to explore sponsorship opportunities associated with the quarterly white papers and, potentially, the annual report.

Proponents should describe:

- Experience with sponsored thought leadership initiatives
- Editorial governance models
- Approaches to preserving research integrity and independence
- Opportunities for sponsor engagement that do not influence research findings

11. PROPOSAL REQUIREMENTS

Proposals should not exceed 10 pages in length and must include the following components:

- A corporate profile providing an overview of the company's services and experience, in particular, relevant tourism sector experience;
- Project team biographies, including biographies of any subcontractors, vendors, or suppliers who will contribute to the project;
- A statement summarizing your understanding of the scope of the project, your understanding of the final deliverables, and the proposed methodology;
- Work plan for deliverables with anticipated timelines that includes consideration of quality assurance process;
- Examples of comparable work and references as applicable;
- Recommendations for long-term sustainability of the research series; and,
- A budget and pricing structure for the three-year project.

12. BUDGET AND PRICING

TIAC anticipates a Year 1 investment in the range of \$80,000–\$100,000. Proponents are encouraged to submit innovative approaches that maximize value within this range and may also provide optional enhancements or additional services with associated costs.

The budget and pricing structure should include an overview of the following:

- Year 1 pricing (foundational development year)
- Year 2 pricing (continuation year)
- Year 3 pricing (continuation year)
- Annual renewal pricing (optional)

- Breakdown of costs related to the following:
 - Research
 - Stakeholder engagement
 - Analysis
 - Report writing
 - Design coordination
 - Project management

Should you wish, please identify any potential economies of scale across years (e.g., reduced Year 2–3 costs due to framework development in Year 1).

All project-related expenditures and administrative costs, including but not limited to courier services, telephone and communication charges, office supplies, and other incidental expenses are to be considered as extra costs incurred by the proponent in the project development.

TIAC reserves the right to negotiate the proposed fees, expenses, and terms with the preferred proponent prior to entering into a final agreement.

13. EVALUATION CRITERIA

Understanding of Project Objectives	10%
Work Plan including Methodology and Research Approach • scalability of methodology • ability to build longitudinal datasets • consistency of analytical framework • ability to evolve the product over time	30%
Project Management and Timeline	15%
Relevant Experience and Qualifications	20%
Cost Effectiveness and Value	25%

14. PROPOSAL SUBMISSION GUIDELINES

Proposals must be submitted in English in PDF format (including appendices, where applicable) to nmills@tiac-aitc.ca no later than August 13, 2026, at 5:00 pm (ET). No other submission format will be accepted.

All proposal files must clearly identify the proponent's name and reference the title of this project.

The selection committee will review submissions and convene on August 18, 2026. All proponents will be notified of outcomes by August 28, 2026.

In anticipating a significant response to this RFP, we will unfortunately be unable to offer individual debrief meetings with unsuccessful bidders.

15. QUESTIONS AND CLARIFICATIONS

All questions about this RFP must be submitted in writing. Responses or addenda will be shared with all proponents.

The deadline for submitting questions is August 4, 2026.

Please contact TIAC using the contact information on the cover page.

16. RFP TERMS AND CONDITIONS

Acceptance of Terms

Submission of a proposal constitutes acknowledgement that the proponent has read, understood, and accepted the terms, conditions, and requirements set out in this RFP.

Proposal Amendments

Proponents may revise or withdraw their submissions at any time before the proposal closing date and time. TIAC also reserves the right to amend this RFP prior to the submission deadline. Any amendments will be communicated to all prospective proponents.

Proposal Preparation Costs

All costs associated with preparing, submitting, or presenting a proposal are the sole responsibility of the proponent. TIAC will not reimburse any expenses incurred in responding to this RFP, regardless of the outcome of the procurement process.

TIAC Rights

TIAC reserves the right, at its sole discretion, to:

- Accept or decline any or all proposals
- Waive minor irregularities or technical deficiencies in proposals
- Negotiate the scope of work, project approach, pricing, or contract terms with one or more proponents
- Award the entire project or only selected components of the work
- Amend, suspend, cancel, or reissue this Request for Proposals at any time prior to the execution of a final agreement

No Commitment to Award

Issuance of this Request for Proposals does not obligate TIAC to award a contract or proceed with the project. No contractual relationship shall exist until a written agreement has been negotiated, approved, and signed by both parties.

Contract Negotiations

TIAC intends to negotiate a final agreement with the preferred proponent. If an agreement cannot be reached within fifteen (15) calendar days of notification, or within another period determined by TIAC, TIAC may discontinue negotiations and, at its discretion, enter into negotiations with another proponent or terminate the procurement process without awarding a contract.

Proposal as Contract Basis

The successful proposal, together with any negotiated revisions, may form part of the final agreement between TIAC and the successful proponent.

Ownership of Proposals and Disclosure

Except for proprietary work samples that are clearly identified as remaining the property of the proponent, all proposal materials submitted in response to this RFP become the property of TIAC upon receipt. Proponents acknowledge that submitted materials may be subject to applicable access to information and privacy legislation. Information provided by TIAC during the procurement process shall be treated as confidential and may not be disclosed or used for any purpose other than preparing a response to this RFP.

Intellectual Property

All materials developed as part of this project, including but not limited to research findings, reports, datasets, analyses, presentations, graphics, and supporting documentation, shall become the exclusive property of TIAC upon completion of the engagement. TIAC shall retain all ownership rights and may use, reproduce, modify, or distribute these materials without restriction.

Confidentiality

The successful proponent must treat all information received from TIAC, project participants, and stakeholders as confidential. Such information may only be used for the purposes of fulfilling the requirements of this engagement and must not be disclosed to any third party without the prior written consent of TIAC, unless required by law.

Conflict of Interest

Proponents are responsible for identifying and disclosing any actual, potential, or perceived conflict of interest that could influence, or reasonably be perceived to influence, their ability to perform the work impartially. TIAC reserves the right, at its sole discretion, to determine whether a conflict exists and to disqualify any proposal where such a conflict cannot be satisfactorily addressed.

Disclaimer

While TIAC has made reasonable efforts to ensure the accuracy of the information contained in this RFP, it makes no representation or warranty, express or implied, regarding the completeness or accuracy of the information provided. TIAC, together with its employees, agents, advisors, and representatives, shall not be liable for any errors, omissions, or interpretations arising from this RFP or from any written or verbal information provided during the procurement process. Proponents are solely responsible for conducting their own due diligence and relying on their own independent assessment when preparing and submitting a proposal.